

COLLABORATION LEADS TO BUSINESS GROWTH

ABOUT ORION ENTRANCE CONTROL INC. Orion Entrance Control, Inc. is a premier manufacturer of technically superior, architecturally pleasing optical turnstile solutions. President Steve Caroselli had worked in the security business for 22 years before launching Orion Entrance Control out of a garage in 2009. His technical expertise and knowledge of buildings security led him to develop turnstiles that not only functioned properly, but were beautifully designed. The company now operates out of a facility in Laconia, New Hampshire, and has over 20 employees and 80 sales representatives in locations throughout the world.

THE CHALLENGE. After its quick initial success, Orion Entrance Control was experiencing growing pains. The company was stretched thin, and internal and external communications began to suffer. Caroselli was finding it difficult to do sales and marketing while trying to run the business. "We needed an outside perspective. We needed a business growth plan," he said. Caroselli's ideal growth plan would differentiate Orion from their competition, capitalize on the Orion brand, track sales successes and failures, and implement a solid, ongoing marketing strategy. The problem was, he didn't know where to start or whose advice to follow. The challenge seemed almost overwhelming.

MEP CENTER'S ROLE. Fortunately, Caroselli received an email from the New Hampshire Manufacturing Extension Partnership (NH MEP), a NIST MEP affiliate, offering a free hour-long information session called "5 Steps to Sustain Business Growth." The session was specifically designed for small and medium-sized manufacturers seeking cost-effective approaches for customer retention and expansion. Intrigued by what he read, Caroselli and his marketing manager, Nancy Chase, signed up for the session that day. The course introduced Caroselli and Chase to an in-depth series of workshops and coaching sessions from NH MEP called the Business Growth Collaborative Program, and again they wasted no time in signing up.

Caroselli and Chase found the program interesting and informative and the materials easy to understand and use. They also appreciated the business knowledge and expertise of the instructor who taught them business growth and marketing strategies—tactics and methods that related directly to their business. Orion successfully increased sales, added new positions, and made strategic investments in software to support the future of the business. According to Caroselli, the most important aspect of the program was the opportunity for collaboration. "The interaction with the other companies attending was vital," he said. "Our plan is to stay in touch with the workshop companies to continue the support."

"From the first class we knew that we made a great choice in the Business Growth Collaborative program. We had a great group to work with and we got constructive feedback and support."

-Stephen Caroselli, President

RESULTS



Sales increased to **\$2,350,000**



Added **5** full time employees



Increased investment in a new CRM for **\$50,000**



Increased investment in a new website



Gained an edge over the competition

CONTACT US



172 Pembroke Road
Concord, NH 03301



(603)226-3200



www.nhmem.org

